



# Lyon County School District's Communications Plan

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# Executive Summary

The Lyon County School District (LCSD) recognizes that strong communication is essential to building an informed, engaged, and connected school community. This plan provides a strategic framework to guide the Communications & Public Relations Officer (CAPRO) in effectively reaching internal and external stakeholders. Serving over 9,000 students and employing more than 1,000 staff across five unique communities, LCSD understands the importance of consistent messaging, proactive outreach, and meaningful storytelling. As the largest employer in the county, the district is committed to strengthening relationships, celebrating achievements, and fostering trust through clear and transparent communication.

## District Insights

The Lyon County School District spans for more than 2,000 miles across the state of Nevada. The district is comprised of 18 schools across Dayton, Fernley, Silver Springs, Smith Valley, and Yerington. The current enrollment for the 2024-25 school year is 9,057 students. This year, the district has 1,022 full-time employees. LCSD offers a variety of well-rounded curricula to meet the needs of all students in grades K-12, helping them learn, grow, and prepare for their futures. LCSD continues to expand its educational offerings to students including programs such as Career and Technical Education (middle & high school), Work-Based Learning, and Dual Credit through Western Nevada College.

In 2023, LCSD implemented the "Portrait of a Learner." The [Portrait of a Learner](#) is our community's shared vision of what it means to be a successful learner in Lyon County. The four domains within this Portrait are:

- Learning for Life
- Connected Learner
- Student Ownership
- Discovery Learning

For more information on our District as of 2025 please view: [2025 LCSD State of the District Report](#)

The LCSD's District Performance Plan (DPP) is a comprehensive, strategic document that outlines how our school district will improve student achievement, close learning gaps, and meet state and federal accountability requirements. It serves as a roadmap for academic growth, resource alignment, and continuous improvement across all schools in the district.

For more information on our DPP please view:

[2025-26 Lyon CSD District Performance Plan \(DPP\) One Page Summary](#)

# Lyon County School District Mission, Vision, & Values

## District Mission:

Lyon County School District fosters learning for life, empowers connected learners, promotes student ownership, and encourages discovery learning for success in a rapidly evolving world.

## District Vision:

Graduate all students to be college, career, and life successful.

## District Values:

### **1. Student-Centered Learning**

- a. We prioritize the success, well-being, and development of every student, promoting a supportive environment where all learners can thrive.

### **2. Equity and Inclusion**

- a. We are committed to ensuring that all students—regardless of background, ability, or circumstance—have access to high-quality education and opportunities.

### **3. Innovation and Growth**

- a. We embrace forward-thinking practices, technology, and continuous improvement to prepare students for the future.

### **4. Collaboration and Community**

- a. We value strong partnerships with families, staff, and community members to build a united, supportive educational environment.

### **5. Integrity and Accountability**

- a. We act with transparency, honesty, and responsibility in all our actions, striving to earn and maintain the trust of our stakeholders.

# Target Audiences

Lyon County School District communicates with a wide range of internal and external stakeholders. Internally, this includes LCSD leadership, teachers, staff, students and families from the five communities of Dayton, Fernley, Silver Springs, Smith Valley, and Yerington. Externally, the district engages with local and regional community members, residents of nearby areas such as Carson City, Gardnerville, Fallon, and Reno, as well as local businesses, media outlets, government and education officials, and prospective families and employees. These audiences form the foundation of an engaged and supportive district community.

# Communication Channels

Lyon County School District utilizes a variety of communication channels to effectively reach its audiences. These include the district’s website and mobile application, as well as a mass communication system utilized to message parents and staff via email, phone, and text. LCSD maintains active social media accounts on Facebook, Instagram, LinkedIn, and X (Twitter) to provide timely updates and promote community engagement. For a detailed list of the technology and platforms that LCSD uses in their communication efforts please refer to Appendix A.

# Continuous LCSD Communication Practices

## Internal Communications

### **1. Monthly District Newsletter**

This newsletter supports transparency, recognition, and community-wide awareness of district priorities. The monthly newsletter is sent to all LCSD staff and families at the end of each month. The newsletters include, but are not limited to:

- A message from the Superintendent
- “ICYMI” (In Case You Missed It)— a roundup of Limelight stories, relevant past announcements.
- Upcoming district events and key calendar dates
- Resources for students, families, and staff
- Updates on testing, board recognitions, and initiatives

### **2. Limelight Newsletters**

Limelight newsletters spotlight exceptional student and staff accomplishments, innovative programs, and school events. These stories are shared internally and

repurposed for broader use on social media and the district website. Limelight stories may also be used to develop press releases and shared with local and national media.

### **3. Communications Staff Professional Development**

The CAPRO supports staff development by:

- Providing training and updates on communication best practices
- Sharing guidance on family engagement, emergency messaging, and LCSD branding
- Offering ongoing support during leadership meetings or site-specific needs

### **4. School Webmaster Support**

The CAPRO oversees and collaborates with 18 school webmasters across the district. This includes:

- Offering regular training and resources
- Providing branding, messaging, and website support
- Ensuring consistency in web content, tone, and structure districtwide
- Helping school sites meet communication goals aligned with the district's Strategic Communications Plan

### **5. Mobile Application**

The LCSD mobile app helps stakeholders stay connected conveniently with their school and the district. The application features calendars, announcements, resources, and eventually, a two-way chat function (slated for future implementation). It serves as a direct communication tool in both day-to-day and emergency scenarios.

## External Communication

### **6. District Website**

The LCSD website is a public-facing hub of information for families, students, and the community. It includes but is not limited to:

- District news and announcements
- Board policies and resolutions
- Calendar of events and testing dates
- Program highlights and department updates
- Staff, parent, and student resources

Each school maintains its own site with support from the CAPRO. Content is updated regularly, and efforts are made to keep it parent- and student-friendly, accessible, and aligned with branding guidelines.

## **7. Social Media Platforms**

*For links to each platform see Appendix A*

LCSD maintains active, professional, and engaging accounts on:

- Facebook
- Instagram
- X (formerly Twitter)
- LinkedIn

## **8. Media Relations & News Releases**

LCSD is committed to proactive, transparent relationships with local and regional media. Media strategies include:

- Weekly Press Releases: Highlighting student success, staff accomplishments, partnerships, and district initiatives.
- Event Releases: Sent to news outlets before key events, inviting coverage and community attendance.
- Media Outreach: Regular contact with reporters to pitch positive district stories and serve as a trusted source for public education news.
- Crisis Communications: Coordinated responses to media inquiries during emergencies, ensuring accuracy and alignment with the district's messaging.

## **9. Multimedia Productions**

The CAPRO produces promotional videos and visual content to support:

- Academic programs (e.g., CTE, Dual Credit, WBL)
- Districtwide events and recognitions
- Recruitment and retention campaigns
- Family and community engagement

These productions are shared across platforms, including the website, social media, email newsletters, and live community events.

## 10. Annual State of the District Report

The CAPRO will prepare a State of the District report annually per [LCSD Board Policy BN](#). The document is designed to be a snapshot into the district so that internal and external stakeholders stay informed about the district's highlights, programs, graduation rates, and more. This document is printed and distributed to local entities throughout the community.

# 2025 LCSD Communications Plan

## Communications Mission

To foster transparent, engaging, and effective communication between the Lyon County School District, its students, parents, staff, and the broader community. Our goal is to celebrate student and staff achievements, strengthen community partnerships, and ensure all stakeholders are informed and engaged in the district's initiatives.

## Communications Vision

To build a strong, informed, and connected school district where communication enhances trust, engagement, and success for all students and stakeholders.

## Communication Objectives & Implementation strategies:

Goal 1:

### **Build and maintain positive relationships with the media.**

Lyon County School District is committed to cultivating strong, mutually beneficial relationships with local, regional, and state media outlets. LCSD recognizes the importance of maintaining open, proactive, and respectful lines of communication with the press.

Goal 2:

### **Increase parent and community awareness of academic programs and achievements within LCSD.**

Lyon County School District strives to ensure that families, staff, and community members are well-informed and inspired by the academic excellence and diverse learning opportunities offered across its 18 schools. Through consistent and

engaging communication, the district will promote awareness of standout programs and resources offered to students.

Goal 3:

**Provide consistent, timely, and accurate communication during emergencies, including inclement weather updates and other events that may impact school operations or student safety.**

In times of crisis or emergency, Lyon County School District prioritizes the safety, well-being, and trust of its students, staff, and families through fast, clear, and accurate communication. The district will uphold the procedures outlined in its Emergency Operations Plan (EOP) to utilize multiple channels to reach internal and external audiences. LCSD will maintain and regularly update its Emergency Communications Annex, ensuring all communication tools are aligned and ready for deployment.

*The LCSD Emergency Operations Plan was created with coordinated effort of community members, local law enforcement, local fire departments, local health agencies, Lyon County School District administration, the U.S. Department of Education Readiness and Emergency Management for Schools (REMS) division, Federal Emergency Management Agency (FEMA), the United States Department of Homeland Security, and the National Incident Management System (NIMS).*

See Appendix B or click to view [LCSD District Inclement weather Process Chart](#)

Goal 4:

**Strengthen recruitment and retention through strategic communication.**

Lyon County School District recognizes that attracting and retaining high-quality educators and staff is critical to student success and the district's long-term growth. The CAPRO will collaborate closely with the LCSD Human Resources Department to enhance recruitment and retention efforts through intentional, strategic communication.

## Conclusion

The Lyon County School District Communications Plan serves as a strategic framework to ensure timely, accurate, and engaging communication with all stakeholders. Through consistent messaging, multi-platform outreach, and a commitment to transparency, this plan supports the district's mission to foster learning and connection across our communities. As LCSD continues to grow and

evolve, this communications strategy will remain a living document—regularly evaluated, refined, and strengthened to meet the changing needs of our students, staff, and families.

# Appendices

## Appendix A

<b>Communication Technology and Platforms</b>		
Technology/Platform:	How it is used to communicate:	Link:
<b>Website</b> (Powered By Finalsite)	The Lyon County School District website serves as a central hub for communication, providing students, families, staff, and community members with timely, accurate, and accessible information. It features news updates, event calendars, emergency alerts, academic resources, and links to key tools like school-specific pages.	<a href="http://www.lyoncsd.org">www.lyoncsd.org</a>
<b>Messages XR</b> (Powered By Finalsite)	<i>Launching July 2025</i> Messages XR is LCSD's mass communication system used to deliver timely and important information directly to families and staff via email, phone calls, and text messages. It will be used for district-wide announcements, school updates, emergency notifications, and event reminders.	Internal System
<b>Mobile Application</b> (Powered By Finalsite)	<i>Update coming July 2025:</i> The LCSD mobile app offers a streamlined way for families to stay informed and engaged. It provides easy access to school-specific calendars, event updates, district news, and emergency alerts.	Apple App Store: <a href="https://apps.apple.com/us/app/lyon-county-school-district/id6469570214?platform=iphone">https://apps.apple.com/us/app/lyon-county-school-district/id6469570214?platform=iphone</a>  Google Play Store: <a href="https://play.google.com/store/apps/details?id=com.finalsite.lyoncsdora&amp;utm_source=na_Med">https://play.google.com/store/apps/details?id=com.finalsite.lyoncsdora&amp;utm_source=na_Med</a>
<b>Facebook</b>	LCSD uses their social media platforms to communicate with families, staff, and the broader community. These platforms allow us to share important updates, celebrate student and staff achievements, promote upcoming events, and highlight district initiatives. Each platform serves a unique audience—Facebook and Instagram help us connect with families and showcase school life visually, X is used for timely alerts and quick updates, and LinkedIn highlights professional achievements, partnerships, and recruitment opportunities. Together, these social media channels support transparent, consistent, and engaging communication across LCSD.	<a href="https://www.facebook.com/lyoncsd">https://www.facebook.com/lyoncsd</a>
<b>Instagram</b>		<a href="https://www.instagram.com/lyoncsd">https://www.instagram.com/lyoncsd</a>
<b>X (Twitter)</b>		<a href="https://x.com/lyoncsd">https://x.com/lyoncsd</a>
<b>LinkedIn</b>		<a href="https://www.linkedin.com/company/lyoncsd/">https://www.linkedin.com/company/lyoncsd/</a>
<b>Youtube</b>		LCSD utilizes Youtube to stream Board Meetings and share information via video.

Appendix B



# Lyon County School District Inclement Weather Process Chart

